

**Governor's P-20 Council
Communications Committee Meeting
Wednesday, February 14, 2007
Meeting Notes**

Location: 1700 W. Washington Street, 6th Floor Conference Room A

Members Present: Paul Luna, Amy Besing, Dr. David Curd (telephonic) and Cathy McKee (telephonic)

Staff Present: Debra Raeder, Darcy Renfro and Erin Hart

1. Call to Order & Welcome

Paul Luna called the meeting to order at 4:20 p.m.

2. Update and Discussion: Communications Plan

The Committee reviewed and discussed a Communications Plan Outline, draft questions for public relations firms, the state procurement list for public relations firms, the Committee's timeline, and documents previously drafted by the Committee including a "case for change" and FAQ sheets. Paul reported that three foundations have expressed an interest in providing funding for the Communications Plan. The Committee concurred that the funder(s) of the Communications Plan should be included in the selection process for a consultant. The Committee also concurred that there could be more than one consultant depending on their areas of expertise.

3. Review and Discussion: Power Point Presentation & Talking Points

Staff provided a generic power point and talking points on the Council Recommendations for Committee review and comment. It was noted that the power point presentation is currently available for all members to use and will ensure that the same message is getting out. Amy Besing reported she had used the power point and would provide feedback for staff.

4. Next Steps

Staff will refine the questions for public relations firms and get back to Committee members for review and comments. The questions and supporting information will then be sent to the public relations firms on the state procurement list to solicit responses. Responses will be reviewed by the Committee and representatives of any philanthropic supporters of the communications plan.

5. Call to the Public

There were no requests from the public to address the Committee.

6. Adjournment

There being no further business, the meeting was adjourned at 5:10 p.m.